

Assessment of the Indian Air Conditioner Market 2013

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Abstracts

While India is witnessing a strong growth in the consumer durables segment, the AC segment is highly under penetrated. However, changing environmental dynamics, urbanization and rising income levels, present this segment with a high growth potential.

The presence of various multinational companies has increased the growth potential for the market, as these players are focusing on building capabilities in the Indian market. Currently this market is fragmented with more than 15 players vying for a share of this growing segment. The latest trend followed by these players includes the launch of low-price offerings that are being achieved through economies of scale and procurement of low cost components and materials growth.

Why should the report be purchased?

The report "Assessment of the Indian Air Conditioner Market 2013" highlights key drivers of and trends emerging in the Indian Air Conditioner Market. Initiatives and performance of key players including Voltas, Blue Star, LG, Samsung, Hitachi, Electrolux etc. has been presented. The current market scenario and future prospects of the sector has also been examined. The report also highlights the communication and advertising approach of the players. The report contains latest industry leaders verbatim.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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